2. (Amended) A method according to claim 1, wherein the irradiation based on the wattage output contains at least 10% light in UVB light wavelength ranges between 280 and 315 nm.

A' cont.

3. (Amended) A method according to claim 1, wherein said fruit is selected from the group consisting of apples and pears.

4. (Amended) A method according to claim 3, wherein said apples are selected from the varieties *Golden Delicious, Zitronenapfel, Granny Smith, and Mutsu*.

5. (Amended) A method according to claim 1, wherein said plants and/or fruit are irradiated over a period of between 6 hours and several days.

6. (Amended) A method according to claim 1, wherein said irradiation is performed at a temperature of 0 to 30°C.

7. (Amended) A method according to claim 1, wherein the distance between the plants and/or fruit to be irradiated and the light source is up to 3 m.

8. (Amended) A method according to claim 1, wherein said fruit is stored in a dark place after irradiation.

9. (Amended) A method according to claim 8, wherein said irradiation takes place over a period of 12 to 72 hrs, and subsequent storage in a dark place takes place for at least 2 days at 0-10°C.

A1 cont.

10. (Amended) A method according to claim 8, wherein after irradiation, the fruit is stored either in a ULO or CA storage.

11. (Amended) A method according to claim 1, wherein, in order to block anthocyanin coloration in an area having a desired shape, said method further comprises applying an opaque cover having such shape to the plants and/or fruit with little or no coloration before the irradiation process, and then removing the cover after completion of the irradiation.

12. (Amended) A plant and/or fruit of a variety that does not naturally redden but which displays an anthocyanin red coloration, said plant and/or fruit being produced by a method according to claim 1.

Please add new claims 13-16 as follows:

A2

13. (New) A method according to claim 1, wherein the irradiation based on the wattage output contains at least 20% light in UVB light wavelength ranges between 280 and 315 nm.

14. (New) A method according to claim 1, wherein said plants and/or fruit are irradiated over a period of between 12 hours and 72 hours.

15. (New) A method according to claim 1, wherein said irradiation is performed at a temperature of 5 to 25°C.

A2 cont.

16. (New) A method according to claim 1, wherein the distance between the plants and/or fruit to be irradiated and the light source 25 to 100 cm.